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November 18, 2004

RECEIVED

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**Federal Communications Commission
Office of Secretary**

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W., TW-A325
Washington, D.C. 20544

**Re: Amendment of Section 73.202(b), Table of Allotments,
FM Broadcast Stations (Louisburg and Hillsborough, North Carolina)
MM Docket No. 04-375
RM-11038**

Dear Ms. Dortch:

Enclosed please find, on behalf of New Century Media Group, LLC, the original and four copies of Comments for filing in the above-referenced matter.

If any questions should arise during the course of your consideration of this matter, it is respectfully requested that you communicate with the undersigned.

Sincerely,



David Kushner

Counsel to New Century Media Group, LLC

Enclosures

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**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the Matter of)	
)	
Amendment of Section 73.202(b))	MB Docket No. 04-375
Table of Allotments)	RM-11038
FM Broadcast Stations)	
(Louisburg and Hillsborough, North Carolina))	

COMMENTS

New Century Media Group, LLC (“New Century”), licensee of Station WKXU(FM), Channel 273A, Louisburg, North Carolina (“WKXU”), by its counsel, hereby comments upon the *Notice of Proposed Rule Making* (“Notice”), DA 04-3056, released by the Commission on September 27, 2004, in the above-captioned proceeding.¹

On March 8, 2004, New Century filed a Petition for Rule Making (“Petition”) requesting that the Commission specify a new community of license for WKXU by amending the Table of FM Allotments, 47 C.F.R. § 73.202(b), by (i) deleting Channel 273A from Louisburg, North Carolina, (ii) adding Channel 273A to Hillsborough, North Carolina, and (iii) modifying the license for WKXU(FM), Louisburg, North Carolina, to specify “Hillsborough, North Carolina” as the Station’s community of license. New Century hereby incorporates by reference its Petition.

In accordance with the Appendix to the *Notice*, New Century hereby restates that if the Commission allots Channel 273A to Hillsborough, New Century will promptly file an application

¹ New Century changed the call sign of the station from WHLQ(FM) to WKXU(FM) on July 6, 2004. New Century’s Petition for Rule Making, and, hence, the Commission’s *Notice*, refer to the old call sign. These Comments use the new call throughout.

for a construction permit to operate WKXU at Hillsborough, North Carolina, and, upon grant, will promptly construct and operate the facilities. New Century will also endeavor to answer any questions that may be presented in initial comments filed by third parties.

In addition, in response to the statement in the *Notice* that New Century “must provide the required gain and loss area data,” *Notice* at 3, New Century notes that it provided such data in its Petition. *See* New Century’s Petition, Technical Statement, at ¶ 6 & n.6. As stated therein, “A relocated [WKXU], operating on Channel 273A at Hillsborough, North Carolina, will provide 60 dBu (1.0 mV/m) service to 378,247 persons in 2,516.1 square kilometers. This represents a net gain of 241,452 persons over the present licensed [WKXU] facility” which “provides 60 dBu service to 136,795 persons in 2,536.4 square kilometers.” *Id.* Additionally, within both the gain and loss areas there are more than five existing full-time services.

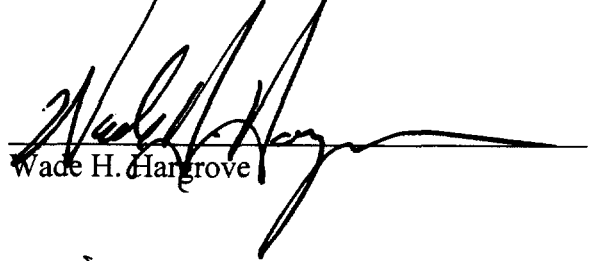
Finally, New Century also notes that the *Notice* states that the proposed 70 dBu signal encompasses 39.5% of the Durham Urbanized Area. *See* Notice at 3. New Century’s Technical Statement in its Petition, however, had determined that the 70 dBu contour encompassed only 37.1% of the Durham Urbanized Area. *See* New Century’s Petition, Technical Statement, at ¶ 7.

For the foregoing reasons, as well as those set forth in New Century’s Petition, New Century respectfully requests that the Commission amend the Table of FM Allotments as follows:

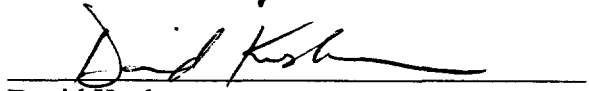
	<u>North Carolina</u>	
	<i>Present</i>	<i>Proposed</i>
Louisburg	273A	----
Hillsborough	-----	273A

New Century also respectfully requests that the Commission modify WKXU’s license accordingly.

Respectfully submitted,



Wade H. Hargrove



David Kushner

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